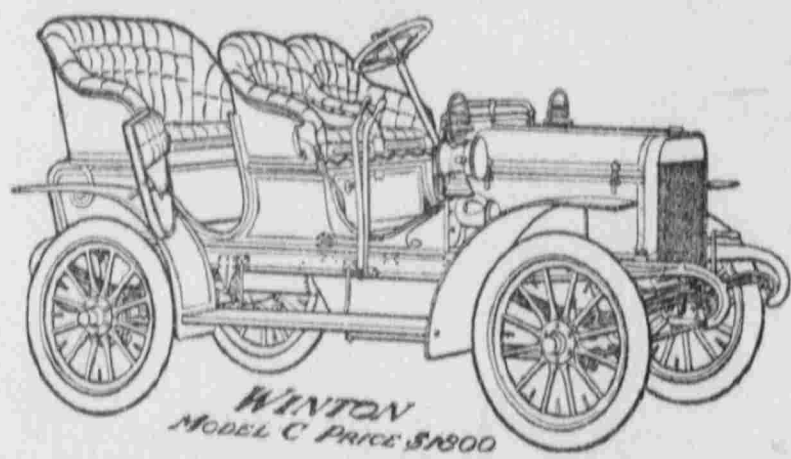


Development of Automobile Interest During 1904.

A YEAR ago there were only about 20 automobiles in Salt Lake City, now there are between 60 and 70. This number would perhaps have been doubled had it been possible to get the cars when the people wanted them. During the early spring of 1904 there were at least 25 people who were ready to purchase cars but the manufacturers were so far behind their orders that it was impossible to get delivery. In fact it was not until July and August that our local dealers could get the cars which they had ordered several months before. This was so late in the season that a majority of the prospective purchasers decided to wait until the spring of 1905. Many of these people have already placed their orders with the local agents of the standard makes of automobiles who say that 1905 will be the banner year for automobiles in Utah. Denver, a city of less than twice the population of Salt Lake City, has between 500 and 600 automobiles. Detroit has over 3,000 and Chicago over 5,000. For a time people looked upon the interest in motor cars to be but a passing fad; nearly everybody believes now that they have come to stay, and that they will be used just as extensively here as they are in the east.

One of the principal objections to the use of autos here is the condition of our roads. This, however, is very much exaggerated as even our dirt roads are far better than many of the rough and uneven cobble stone pavements in the eastern cities. Another mistaken idea that many people have is that motor cars can only be used here in the summer. There are but two months of the year, February and March, when it is difficult or even unpleasant to drive a motor car in Salt Lake City, and even then there are many bright days when it is a pleasure to drive on our paved streets which have been greatly increased during the past year. During January while the ground is frozen motoring is just as enjoyable as sleighing. The snow is no obstacle whatever, and a motor

WINTON
MODEL C PRICE \$1800

ride on a clear day or a beautiful starlight night in midwinter is as enjoyable as on a hot summer day.

The cylinders in the engines of automobiles are cooled by a circulation of water around them. For winter an anti-freezing mixture is put into the water which will withstand 10 degrees below zero without freezing, this avoids the only difficulty in using a car in winter.

Some people say they would buy an auto if the good roads outside the city were not so limited, and yet there are few if any of our present motorists who have exhausted the many country runs. Besides the drive on south Main street, Twelfth South, the Fifth East drive, Liberty park, Sixth East, the new boulevard to Fort Douglas and the run to the Country club, all of which drives are much frequented both by carriages and automobiles, there are numerous long and pleasant runs into the country. The Red Wood road affords a beautiful run of about 15 miles. Another interesting run, if the motoring party have a fast car and a half day at their disposition, is to Stockton and return, a distance of 110 miles, part of which is along the lake shore and the road is always in good condition. Another long run is along the State road to Murray, Bingham Junction, Sandy and Draper. This road is kept in better condition than any other

in the state. Other motorists prefer the canyon trips, the best roads leading through City Creek and Parley's canyons. But the most beautiful and least frequented run of all is along the County road past the state penitentiary, through Sugar, Wilford, past Oakwood, the new Holmes country home, through Mill Creek, the Cottonwoods and along the beautiful cool lanes in the neighborhood of the Walker Farm. All the roads in this part of the valley are in excellent condition. Lined as they are with the many trees, flowers, meadows and brooks these narrow roads are more like the lanes of old England than any other roads we have. Few of us know our own valley of Salt Lake as well as we should. If we had more motor cars we should not only be better acquainted with our surrounding country but we should enjoy the fresh mountain air for which so many people in the world long.

Let us look into the cost of operating an automobile. Many say it is far too expensive for any but wealthy people. Let us see. Col. E. F. Holmes' large Winton touring car for an example was purchased last January and has been operated continually since then, having made several trips to Provo, Logan, Ogden, into all the neighboring canyons and in nearly every nook and corner of the valley. This car will carry six people, is very

large, heavy, powerful and fast, yet the repairs for nine months have been less than \$20, while the actual cost of operating, for gasoline, lubricating oil and renewing of batteries has been less than \$16 per month. Is this expensive? This one car has taken the place of three teams, three fine carriages and three drivers and done far more than they could have done and has cost less than half what one fine team would cost.

Again. A light car, for two people, an Oldsmobile, was bought the first of June. It has averaged 12 miles per day all season. The entire repairs have amounted to less than \$2, while the entire other expenses have been but \$2 per month. A lady has driven this car more than half the distance. It has never given any trouble and has always been ready to run. Many families, and some of them not any too well to do, will pay \$300, \$400 and \$500 for a fine piano which perhaps is stored away in the parlor and very seldom used, while for \$500 they could buy a beautiful, reliable, light motor car which the entire family could enjoy as well as save in car fare the running expense of the auto.

While the pleasure vehicle is attracting more attention just now in Utah, the commercial or delivery automobile is of even more importance. Many business houses in other cities have abandoned the horse drawn delivery wagon and after a careful comparison have decided that the auto deliveries are cheaper, quicker and much more satisfactory.

Doctors and real estate dealers have been the first people in our city to realize the advantage of the automobile from a business standpoint. Six doctors and five real estate firms depend almost entirely upon their autos in their daily business. While one large wholesale drug firm has done nearly all its delivering by auto delivery since last April.

The prospective purchasers for 1905 automobiles are interested in three types of cars: single cylinder runabouts and tonneau cars, double cylinder light touring cars, and four cylinder medium and high priced cars.

The above picture illustrates what seems to be the most popular medium priced car on the American market, with four cylinders, shaft drive, (doing away with chains), double side entrance, aluminum body, long wheel base, easy springs, light weight, high power and ease of control.

The Uintah Indian Reservation Opening

MARCH 10th, 1905.

Over two millions of acres of the finest agricultural lands in the West to be thrown open to the homesteader.

Thousands upon thousands of acres of grazing lands for the flockmaster and cattleman, all well watered.

Gold, silver, copper, lead and the hydro-carbons, including mammoth coal deposits, for the miner and prospector.

Price, Utah, is half-way between Salt Lake City and Grand Junction, on the Denver and Rio Grande Railroad main line.

Price, Utah, will be made the principal point of entry by the United States government officials at Washington, D. C.

Price, Utah, has a good wagonroad the year round to the Indian agencies of the Uintah reservation.

Price, Utah, has been a government outfitting point for the reservation country for twenty years.

Price, Utah, has telegraphic and telephone communication (by government line) with all principal reservation points.

Price, Utah, has a daily mail service and stage line communication for over a hundred miles into the Uintah reservation.

Price, Utah, is the best outfitting point for the reservation when the same is opened next March or later.

Price, Utah, merchants carry stocks of goods equal to the retailers of Salt Lake City or Denver.

Price, Utah, has splendid hotel, boarding house, banking and livery accommodations. Hay and grain is cheap at Price.

Price, Utah, freighters and teamsters on the government road to the reservation will be able to care for all.

Price, Utah, is a reasonable market for horses, wagons, teams, hay and grain and merchandise of all kinds.

Price, Utah, is the best lumber market between Salt Lake City and Denver, furnishing much building material for the reservation country.

Price, Utah, has a national bank of \$50,000.00 capital, one of the soundest financial institutions in the great west.

Price, Utah, is surrounded by millions of acres of good agricultural lands, and invites the homeseeker to locate.

Price, Utah, business men have organized a Bureau of Information in connection with the reservation opening.

Price, Utah, business men have raised a fund to advertise the Uintah reservation opening and solicit inquiries.

For further information concerning Price, Utah, as an outfitting point, address

THE BUREAU OF INFORMATION
PRICE, UTAH.

ALL CORRESPONDENCE CHEERFULLY ANSWERED

Utah Automobile Co.

INCORPORATED

57 MARKET STREET,

SALT LAKE CITY, UTAH.

L. C. SNOW, President.

W. L. PICKARD, JR., Treasurer.

THE UTAH
AUTOMOBILE CO.

WAS incorporated August 8th, 1903, with headquarters at 370 Main Street. Last April the company moved into the large new building at 57 Market St., which is the largest and finest Automobile house in the state. Le Roi C. Snow is president of the company; Wm. L. Pickard is vice-president, and Wm. L. Pickard, Jr., secretary and treasurer. These with Mathonihah Thomas and Benjamin Goddard, are the directors of the company.

The Utah Automobile Co. has the state agency for the WINTON and the OLDSMOBILE, two of the most popular makes of cars in the world, and judging from the people operating these cars in our city they are the most popular here.

The following people have bought Wintons:

J. D. Kendall
D. C. Jackson
Samuel Newhouse
Utah Copper Comp.
Col. E. F. Holmes
G. V. Croll
Geo. H. Robinson

Oldsmobiles have been purchased by the following:

W. L. Maas
O. G. Snow
Tony Jacobson
A. F. Holden
N. Schmidt
E. F. Baxter
R. Bruce
O. H. Hewlett
T. H. Smith
Dr. Rich
Tuttle Bros.
Dr. L. H. Hull
Mrs. E. F. Holmes
G. W. Booth
G. C. Richter
E. F. Amussen

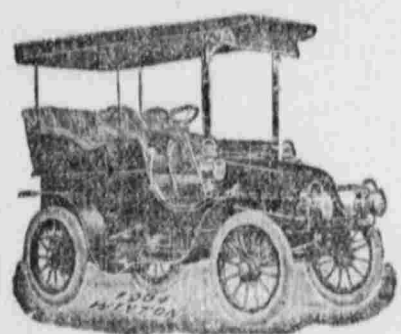
1905 OLDSMOBILES

Regular Runabout, 7 h.p. \$650
Touring Runabout, 7 h.p. 750
Touring Car without tonneau, 10 h.p. 850
Touring Car with tonneau 10 h.p. 950
Double Cylinder Touring Car, side entrance, 20 h.p. \$1,400

We Sell, Rent, Store and Repair Automobiles.
We have the finest Garage and best Mechanics in the State

The Winton & Oldsmobile

LEAD THE WORLD



1905 WINTONS

All four cylinder; vertical in front; long wheel base; side entrance; direct shaft drive; no chains; no noise; no vibration.

40 h. p. (special) \$4,500.00
40 h. p. (regular) 3,500.00
24-30 h. p. 2,500.00
16-20 h. p. 1,800.00

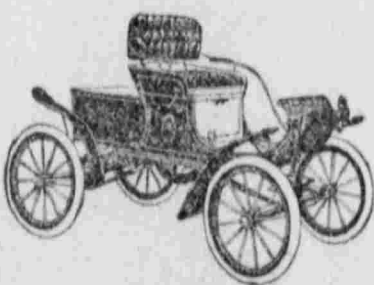
WINTONS

Are absolutely the FINEST LINE OF HIGH GRADE CARS BUILT IN AMERICA.

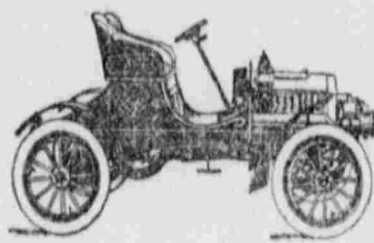
The 1905 Wintons are not only powerful, light and elegant, but embody the best material and workmanship of any cars built in the country.



REMEMBER the Winton received the highest award at World's Fair at St. Louis.



REGULAR OLDS RUNABOUT



OLDS TOURING RUNABOUT

1905 OLDSMOBILES

Embody the very latest and best ideas put into high grade cars at popular prices. The Olds leads the world in popularity. It was the first practical automobile built in America, and will always keep in the front in improvement.

GOOD ADVICE

Anthony Hope, the novelist, practised law in his youth. He was called then A. H. Hawkins, and the other day an editor said of him: "He is a good lawyer."

"At a dinner that was given to Mr. Hope during his last visit to America, the young man was called on to talk about his legal life. He told us the story of his last case, and this story, whether it was true or not, was interesting."

"He was on circuit, it seems, and in a small town there was a man accused of theft who had no counsel. This man was charged with stealing a pair of geese. The court appointed Mr. Hope to defend him."

"You may retire with the prisoner," said the court, to my anteroom. There give him your best advice."

"So Mr. Hope and the accused retired. "Did you, really, steal those geese?" the young man asked.

"Ah did," said the prisoner frankly. "Is there any evidence against you? How were you taken?"

"Ah were taken with the geese under my coat."

"They have a sure case, then?" "It does seem so, master."

"Mr. Hope looked out of the window. The courtyard and the quiet street were alike deserted. From the anteroom a stairway led straight out."

"Well, my man," said the young lawyer, "the best thing you can do is to run for it. He pointed to the stairway. There's the way to freedom. Take it."

"The culprit, with a grateful look, tipped down the stairs. Mr. Hope from the window saw him dart across the courtyard. Then he fled like the wind down the street. The young man returned to the other room."

"Well?" said the judge interrogatively. "Well, where is the prisoner?"

"Your honor," Mr. Hope answered, "the prisoner laid his case before me, and I found it hopeless. You bade me give my best advice, and I advised him to run away. It was the only advice possible. He is gone now. I doubt if it will be possible to overtake him."

IT FITTED WELL

N. F. Woodbury, the Maine representative of the prohibition national committee, was talking about the political fights for total abstinence that have from time to time stirred up his state.

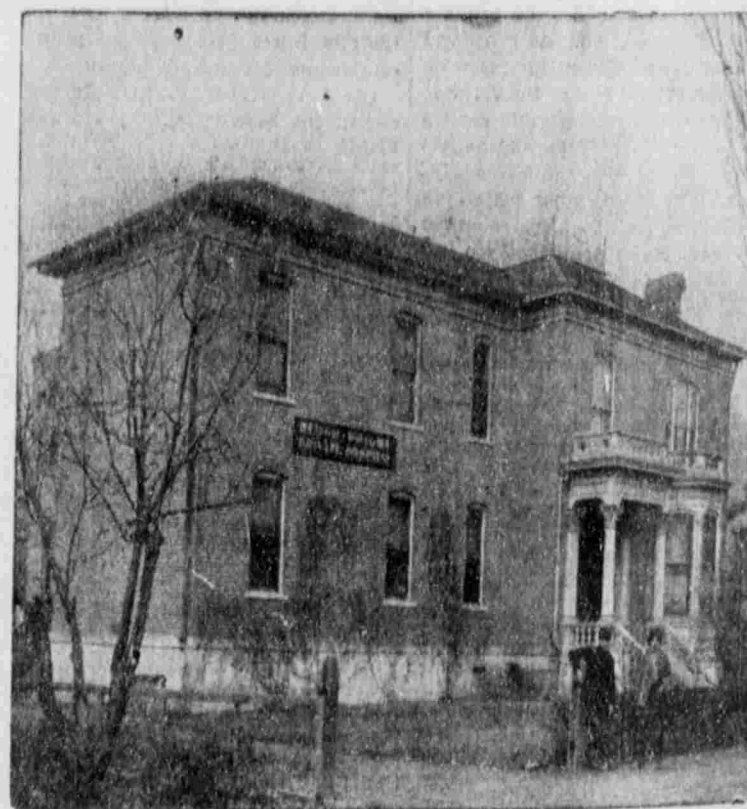
"In the past," said Mr. Woodbury, "before Maine had been won over to prohibition, there used to be a village—a bleak, gray village on the coast—where the contests over the liquor question were always very hot."

"In this village, as an election day drew near, each party would try to outdo the other. If one side paraded a hundred strong, the other side paraded two hundred strong. If one side held a mass meeting and employed a band, the other side would hold a mass meeting with a band and a lunch as well."

"There was one liquor saloon in the village, and a week before a certain election a placard, as big as the entire front of the house, was raised before it. This enormous placard said in huge red letters: 'If the prohibition law passes, this house will be closed.'"

"The saloon, you see, was cozy and inviting to such as like a glass of beer, and the purpose of the placard was to put sorrow and fear into the breasts of drinking men, to stir them up to win votes, lest their pleasant meeting place be taken from them."

"That was the idea of the placard, and it was a good idea. But in the dead of night certain odd noises were to be heard, and the next morning the enormous placard covered the front of the village poor-house."



KEOGH-WRIGHT PRIVATE HOSPITAL.

Afflicted people who have a prejudice against entering a large public hospital have no such prejudice against a well conducted private institution of this character. Salt Lake City has the Keogh-Wright Private Hospital. The proprietors are Dr. P. S. Keogh, and Dr. E. S. Wright, professional gentlemen of the highest attainments as physicians and surgeons, courteous and cultured and uniting in the sympathetic care they give to their patients. Their hospital is located in the best section of the city, 165 west Second North street, and is a two story building standing amid its own large well shaded lawns. It is handsomely furnished throughout, is steam heated and electric lighted, and its sanitation is excellent. Is an ideal home for those in need of care, rest and medical skill in sickness. The table is liberally supplied and special attention is given the diet of each patient. The terms are very moderate for the excellent service.

F. PLATT & CO.

Harness, Saddles and Collars

147 & 149 State Street

Salt Lake City